

**Utah Office of Tourism
Board Meeting
August 7, 2008 - 10:00 a.m.
SpringHill Suites by Marriott, 1st Floor
1477 S. Old Hwy. 91
Cedar City, Utah**

Present

Board Members

Colin Fryer
Steve Lindburg
Hans Fuegi
Bob Bonar

John Holland
Steve Burr
Frank Jones
Pam Hilton

Staff

Leigh von der Esch
Dave Williams
Kelly Day

Barbara Bloedorn
Tracie Cayford

Guests

Pat Holmes
Nathan Rafferty
Rick Maw
Bruce Fullmer
Becki Lewis
Nan Anderson
Brittany McMichael
Kevin Lewis
Monique Beeley
Red Oelerich
Kami Terry
Fred Adams
Ted Hallisey
Maria Twitchell
Bob Hoelscher
Jessica Dufoe
Steve Driggs
Jeremy Chase
Emmett Steed

Organization

Salt Lake CVB
Ski Utah
Utah.com
Garfield County
Xanterra Parks & Resorts
UTIC/Entrada Institute
St. George Area CVB
St. George Area CVB
Outdoor Utah
Outdoor Utah
Utah Shakespearean Festival
Utah Shakespearean Festival
Cowboy Ted's Foundation for Kids
Cedar City-Brian Head Tourism Bureau
National Tour Assn/Flemming Tours, Inc.
Blitz Media
Struck
Struck
SUU

Welcome

Colin called the meeting to order and welcomed everyone to Cedar City and to the UOT board meeting on behalf of the board and staff. The board thanked Cedar City, Maria Twitchell, Fred Adams and Kami Terry for the nice dinner and tickets to the play at the Utah Shakespearean Festival the previous evening. Everyone had a wonderful time.

Colin then asked everyone at the meeting to introduce themselves to the rest of the group. Maria Twitchell of the Cedar City-Brian Head Tourism Bureau welcomed the UOT board and

staff to Cedar City. She indicated that Cedar City is currently in their prime season. She also announced that Cedar Breaks National Monument will be celebrating their 75th Anniversary August 21st – 23rd and invited the board and staff to come to Cedar City to join them for that event. Maria also thanked Fred Adams and Kami Terry of the Shakespearean Festival for the tickets to the play the previous evening.

Fred Adams, founder of the Utah Shakespearean Festival gave the group a little background on the festival. He explained that the local Lions Club underwrote the first festival 47 years ago with a budget of \$1,000.00. There were 3 plays with 21 students and the festival ran for 2 weeks. They took in \$3,000.00 in ticket sales that year. The festival has been self supported ever since. In 2008 they have 380 contract members with 250 unpaid volunteers. The festival now runs 17 weeks. He indicated that 40% of the people that attend the festival come from out of state. The budget is now \$6.4 million. The money comes from self generated funds through ticket sales and donations. Fred also indicated that in 1961 only 2 high schools had performed full length Shakespearean plays in Utah and in 2008 there were only 17 high schools in Utah that had not.

Bob Hoelscher gave a brief update on NTA (National Tour Association). Bob indicated that there are 160 new tour operator members this year and the NTA has members from 40 different countries. He also indicated that the next NTA convention will be held November 15th – 19th in Pittsburgh, PA.

Minutes

MOTION: Steve Lindburg made a motion to approve the minutes of the June 13th meeting held in Blanding. Pam Hilton seconded the motion and it passed unanimously.

Cooperative Marketing Report

Hans Fuegi took a moment to thank the Coop Marketing Committee Members which include Pam Hilton, John Holland, Georgianna Knudson and Frank Jones. Hans indicated that the committee reviewed 57 applications and interviewed applicants in a full two day period along with Kelly Day from the UOT.

Kelly provided a spread sheet for the board to review while Hans explained the recommendations.

ROUND 6 COOPERATIVE MARKETING FUNDING August 7, 2008

Applicant	Amount Requested	08/10/07 Amount Approved
Alta Visitors Bureau	\$37,500.00	\$37,500.00
Bear River AOG	\$9,500.00	\$9,500.00
Bed & Breakfast Inns of Utah	\$4,000.00	\$4,000.00
Box Elder County Tourism Office	\$12,925.00	\$12,925.00
Cache Valley Visitors Bureau	\$14,385.00	\$14,385.00
Cache Valley Visitors Bureau	\$46,632.02	\$46,632.02
Canyonlands Field Institute	\$1,200.00	\$1,200.00
Applicant	Amount Requested	08/10/07 Amount

		Approved
Cedar City/Brian Head Tourism Bureau	\$55,882.50	\$55,882.50
College of Eastern Utah Prehistoric Museum	\$19,858.00	\$19,858.00
Davis County CVB	\$53,827.95	\$53,827.95
Emery County Travel Bureau	\$12,457.50	\$12,457.50
Envision Escalante	\$5,347.00	\$5,347.00
Foothill Cultural District	\$6,000.00	\$6,000.00
Garfield County Office of Tourism	\$39,015.00	\$39,015.00
Heber Valley Chamber CVB (Fly Fishing)	\$15,000.00	\$15,000.00
Heber Valley Chamber/CVB	\$8,500.00	\$8,500.00
Heber Valley Chamber/CVB (Winter activities)	\$25,000.00	\$25,000.00
Moab Area Travel Council	\$240,000.00	\$240,000.00
Moab Area Travel Council	\$24,832.00	\$24,832.00
Moab Folk Festival	\$13,000.00	\$13,000.00
Moab Music Festival	\$15,000.00	\$15,000.00
Ogden Valley Business Assoc.	\$7,500.00	\$7,500.00
Ogden Weber CVB	\$2,000.00	\$2,000.00
Ogden Weber CVB (Ogden Adventure Pass)	\$5,000.00	\$5,000.00
Ogden Weber CVB:	\$21,475.00	\$21,475.00
Park City CVB	\$250,000.00	\$250,000.00
Park City Performing Arts Foundation	\$121,525.00	\$121,525.00
Round River Conservation Studies	\$4,200.00	\$4,200.00
Salt Lake CVB (Meet in Utah)	\$96,600.00	\$48,300.00
Salt Lake CVB (Ski Salt Lake)	\$142,500.00	\$142,500.00
Salt Lake CVB (Stay & Play)	\$15,000.00	\$15,000.00
San Juan County Econ Dev & Visitors Bureau (Radio project)	\$47,500.00	\$47,500.00
San Juan County Econ Dev & Visitors Bureau (Trade Shows)	\$15,212.50	\$15,212.50
San Juan County Econ Dev & Visitors Bureau (Web translation)	\$4,414.04	\$4,414.04
Sanpete County Travel & Heritage Council	\$5,500.00	\$5,500.00
Ski Utah	\$250,000.00	\$250,000.00
St. George Area CVB	\$150,000.00	\$150,000.00
Applicant	Amount Requested	08/10/07 Amount

		Approved
Thanksgiving Point	\$58,862.50	\$58,862.50
The Leonardo	\$25,000.00	\$25,000.00
Tooele County	\$66,118.00	\$66,118.00
Town of Springdale	\$7,000.00	\$7,000.00
Tuacahn Center for the Arts	\$50,000.00	\$50,000.00
Utah Festival Opera Company	\$65,000.00	\$65,000.00
Utah Museum of Natural History	\$19,000.00	\$19,000.00
Utah Shakespearean Festival	\$112,183.00	\$112,183.00
Utah Valley CVB	\$76,300.00	\$76,300.00
Utah Valley CVB	\$6,645.00	\$6,645.00
Wasatch Western Heritage (Heber City Cowboy Poetry)	\$15,000.00	\$15,000.00
Wayne County Travel Council	\$33,167.50	\$33,167.50
	\$2,385,062.01	\$2,336,762.01

Hans explained that there were 3 applications that were evaluated and rated by UOT staff because the applications were under the \$2,500 limit and would not have to be reviewed by the committee. Those were for Carbon County for \$2,500, Canyonlands Field Institute for \$1,200 and Ogden Weber CVB for \$2,000. Those 3 are recommended for funding.

Hans briefly reviewed the applications that did not receive a score of 70 or higher by the committee and would not be recommended for funding.

Hans referred the board to the list of counties that had applied for funding. Daggett, Duchesne, Juab, Kane, Millard, Morgan, Piute, Sevier and Uintah Counties were the only counties that did not directly apply for funding in this round.

Hans referred to applications that had special notes from the committee. Those applications were as follows:

- 1) The Salt Lake CVB applied for \$96,600 for 2009 MPI conference. The committee recommended the project be funded at half of the request or \$48,300 with the stipulation that none of the ads that are purchased with this money are geared towards pushing attendance at the 2009 MPI conference.
- 2) Regarding The Leonardo Institute application, the committee recommends putting a contract in place. This is the first time this organization has applied for funding.
- 3) Regarding the Heber Valley Chamber/CVB application, the committee recommends the funding be conditional upon targeting tourists to visit Utah in Sept/Oct rather than in spring as stated in their application.

The total recommended funding for this round of Coop Marketing Funds is \$2,336,762.01, leaving a balance of \$321,575.66.

Of the balance, the coop marketing committee recommended setting aside \$100,000 for a Madden or Madden-like promotion that may come up. For the remaining balance of \$221,575.66 the coop marketing committee recommended setting the money aside for a special opportunity coop marketing program. To be eligible for special opportunity money, the applicant will have to meet the following requirements: 1) the opportunities are not available on a regular and ordinary

basis, 2) there needs to be significant return on investment, and 3) timing dictates need for immediate funding.

MOTION: Steve Burr made a motion to approve \$2,336,762.01 for coop funding, \$100,000.00 to be set aside for Madden or Madden like promotion and \$221,575.66 be set aside for special opportunity funding as outlined above. Steve Lindburg seconded the motion. After a brief discussion the motion passed unanimously.

An application from the Sportsman for Fish & Wildlife, though it did not meet the requirements for funding out of Coop Marketing, the committee felt it was a good event and recommended funding through the Tourism Marketing Performance Fund (TMPF). Part of the criteria missing for this project is return on investment and additional business. There was not a big enough increase in attendance for this event. The committee all agreed that the project is definitely worth funding.

MOTION: Steve Lindburg made a motion to approve \$100,000.00 out of the TMPF Special Opportunity Fund for the Sportsman for Fish & Wildlife Show. Hans Fuegi seconded the motion. After discussion, Steven Lindburg amended his motion to include a contract. The motion passed unanimously.

Marketing Committee Report

Steve Lindburg indicated that the marketing committee and support team have been very busy with the main focus on the production of the winter television campaign as well as the summer campaign.

Jessica DuFoe from Blitz Media gave a power point presentation of the 2008-2009 Winter Visitor Media Buy. The presentation included: TV national cable, TV local spots, and interactive media buy. The total investment including agency fees is \$1,660.609. The media buy was approved by the board in a previous board meeting.

Steve Driggs and Jeremy Chase from Struck Creative gave a winter creative update by showing some production stills for the winter commercial. They also showed an ad that will be on the back cover of the Ski Utah Vacation Planner and an ad for Snow World as well as Warren Miller. Hans Fuegi reminded the ad agency to be sure to promote restaurants in Utah.

Steve indicated that Struck will start shooting stills and B-roll for the summer ad campaign in the next week or so. He also gave a brief update on the plan for the summer commercial.

Jeremy showed an overview of the experience planner. The planner acts as a funnel for on line trip planning which includes attractions, lodging and events. The planner is in test mode and should be complete and launched by the 20th of August.

Director's Report

Leigh asked that the board, staff and visitors give Nan Anderson a round of applause for all of her hard work as Executive Director of UTIC. She will be missed.

Leigh also reminded everyone about Lagoon Tourism Day which is a fundraiser for UTIC and will be held Friday, August 15th.

Leigh briefly discussed the "Working 4 Utah" extended hours service. She explained that our

turn around will not change, the gift shop remains open 7 days a week and the call center will remain open 5 days a week. Messages have been added to all emails and phones letting our clients know our new hours and how to reach us.

Leigh also mentioned that our office has been asked to prepare a budget with a 5 percent reduction in expenses. Leigh asked the partners to be sure to talk to the legislature about the performance marketing fund and its importance.

Leigh indicated that the PR firm has been selected but the information cannot be released until Purchasing certifies them. Leigh thanked Joel Racker, Nathan Rafferty and Pam Hilton who were on the committee as well as Clayton Scrivner, Tracie Cayford and Leigh from the UOT and Nancy Orton from State Purchasing for their assistance in this process.

Leigh called attention to a letter in the board packets from Utah Travel Regions Association regarding 2008/2009 consumer shows which outlined some of the changes the association would be making regarding consumer show expenses. No changes in the overall allotment of \$35,000 out of the Tourism Marketing Performance Fund was requested. The letter outlined how the money will be spent which included materials to be used, shipping, and personnel to man the shows and their responsibilities.

New Business

Steve Burr reported that he attended an American Public Lands meeting. Information that was shared: State Parks visitation is down 15% in the state (lost a month of golf due to snow pack) but people are staying longer, 3 to 4 days. Steve said that per Cordell Roy, National Park visits are up 1.659%. Cordell also stated that international visitation is up in the U.S. as well.

Emmett Steed from SUU expressed that SUU has a hospitality management curriculum and they do good research and have done a visitor profile of Southern Utah visitors. Leigh mentioned that a hospitality panel might be good for the tourism conference.

Ted Hallisey from Kane County discussed a couple of proposals which included creating a Utah Vacation Guide for Kids and Families and a Daily Recreation Report on a Radio Show for Utah destinations. Ted asked the UOT to consider a letter of support for his proposed projects. Ted requested a decision in September. The UOT board and staff will discuss the proposal and get back to him.

Pat Holmes gave a brief update of the upcoming MPI conferences and events. She also thanked the UOT board and staff for their support of \$246,500 out of the 07/08 Special Opportunities Budget. Next years MPI will be held July 11-14, 2009.

Red Oelerich of Outdoor Utah gave a brief update regarding the fund raiser that was held at his home for Mayor Peter Corroon.

Colin mentioned that Moab was receiving visitors from France that took the new direct flight on Delta. Colin also thanked everyone again for their hospitality in Cedar City.

The next board meeting will be held Thursday, September 11th in Torrey, Utah.

Meeting adjourned.